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FEBRUARY 2009



BUSINESS TRIPS
Urban Pleasures

INTERACTIVE POETICS

SIETE | MEDIA IS CHANGING THE WAY INFORMATION IS PRESENTED, MAKING IT AN INTERACTIVE EXPERIENCE THAT GOES FAR BEYOND THE KEYBOARD OR THE COMPUTER SCREEN

BY MAURICIO ZABALGOITIA

For decades now, we have found ourselves in the so-called information era. In the contemporary world, information has become one of the most prized goods. Each day we produce it, consume it, exchange it and buy it.

The way in which information is given out and consumed is an area that has transformed with the help of creativity and new technologies into methods, practices and means that until recently would have seemed like something out of science fiction.

Within such an interesting framework, which unites forms of production and cultural communication with technological development, the work of siete | media takes its place. It is a Mexican company that in record time has won a prominent position in the te-

chnology development market within the area of information exchange and interactivity.

In only two years, this company has demonstrated to the world what it means

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to present and transmit information in an intelligent, fun, creative way. Users at exhibitions, fairs, and museums in Mexico and other countries have been part of a unique sharing of knowledge through the interactive technology designed by sietelmedia.

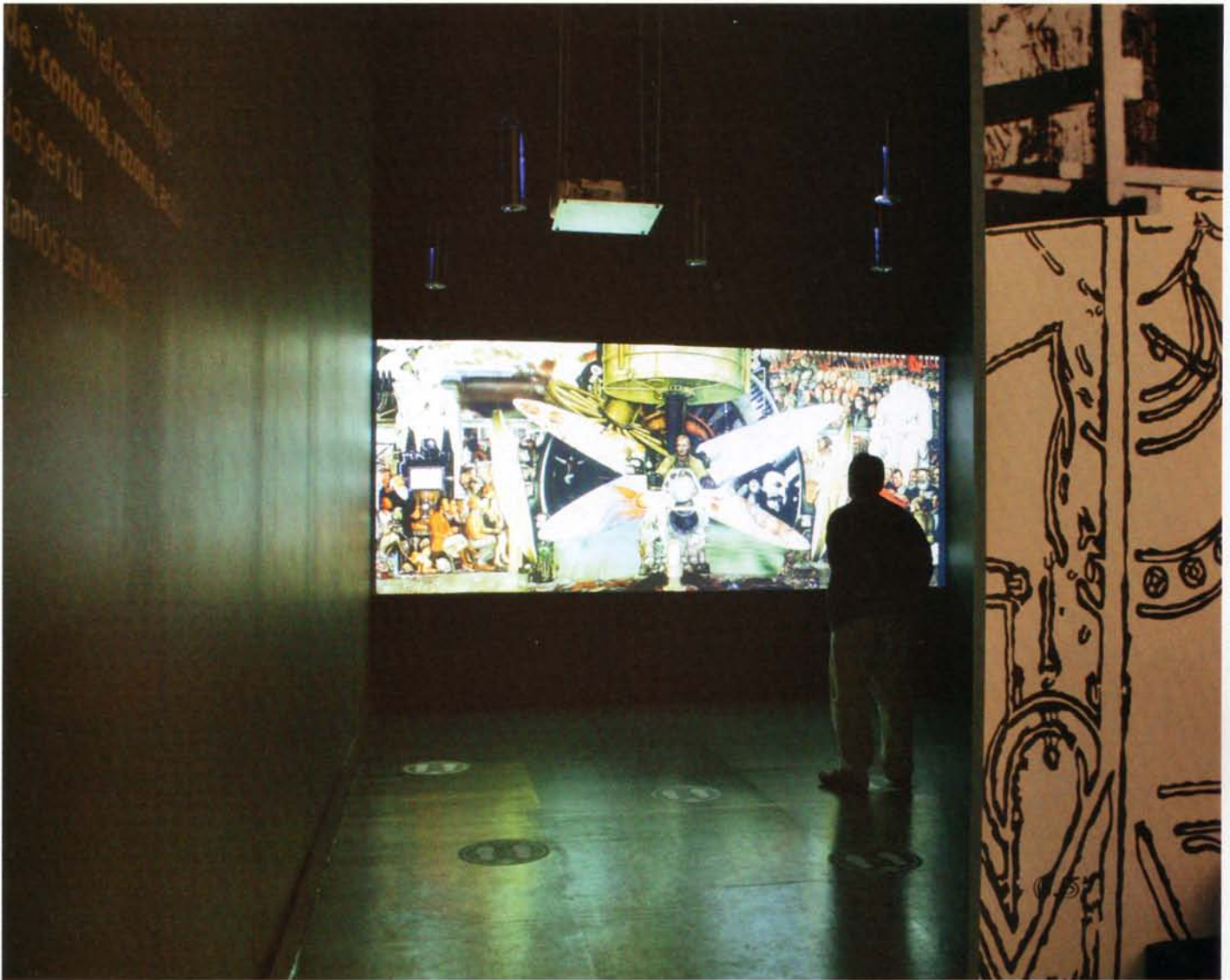
Through highly defined concepts, this

firm has established that the communication of information can no longer be restricted by keyboards and monitors. It is all part of an incessant search for complete interactivity.

siete | media has developed various screens and projects for the National Museum of Art in Mexico City; it has also taken part in the conceptual creation of interactive experiences in the Mexico pavilion at 2008 Zaragoza Expo. Also in Spain, the company joined the interactive program presented at the celebration of Mexico

City's Bicentennial in Madrid.

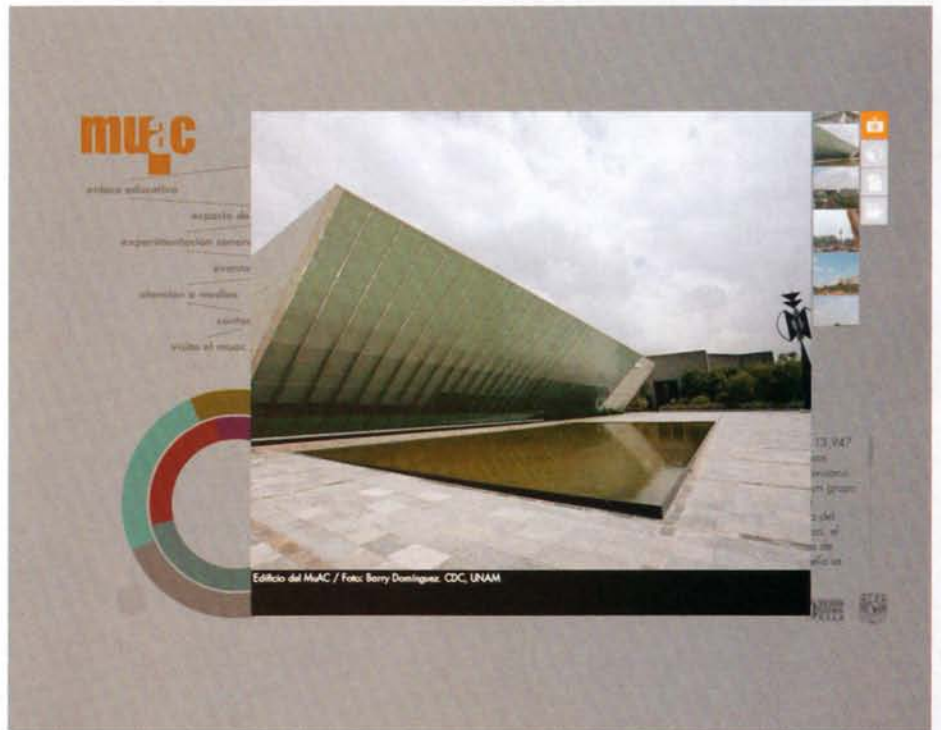
All these reasons make siete | media the only national company exclusively created for developing comprehensive interactive experiences designed specifically to communicate the very message clients intend to express. ■



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02



01 **THE INTERACTIVITY** walls designed by siete I media.

02 **SIETE I MEDIA** has developed various screens projects for the National Museum of Art in Mexico City.

03 **THE MUAC** website developed by siete I media.